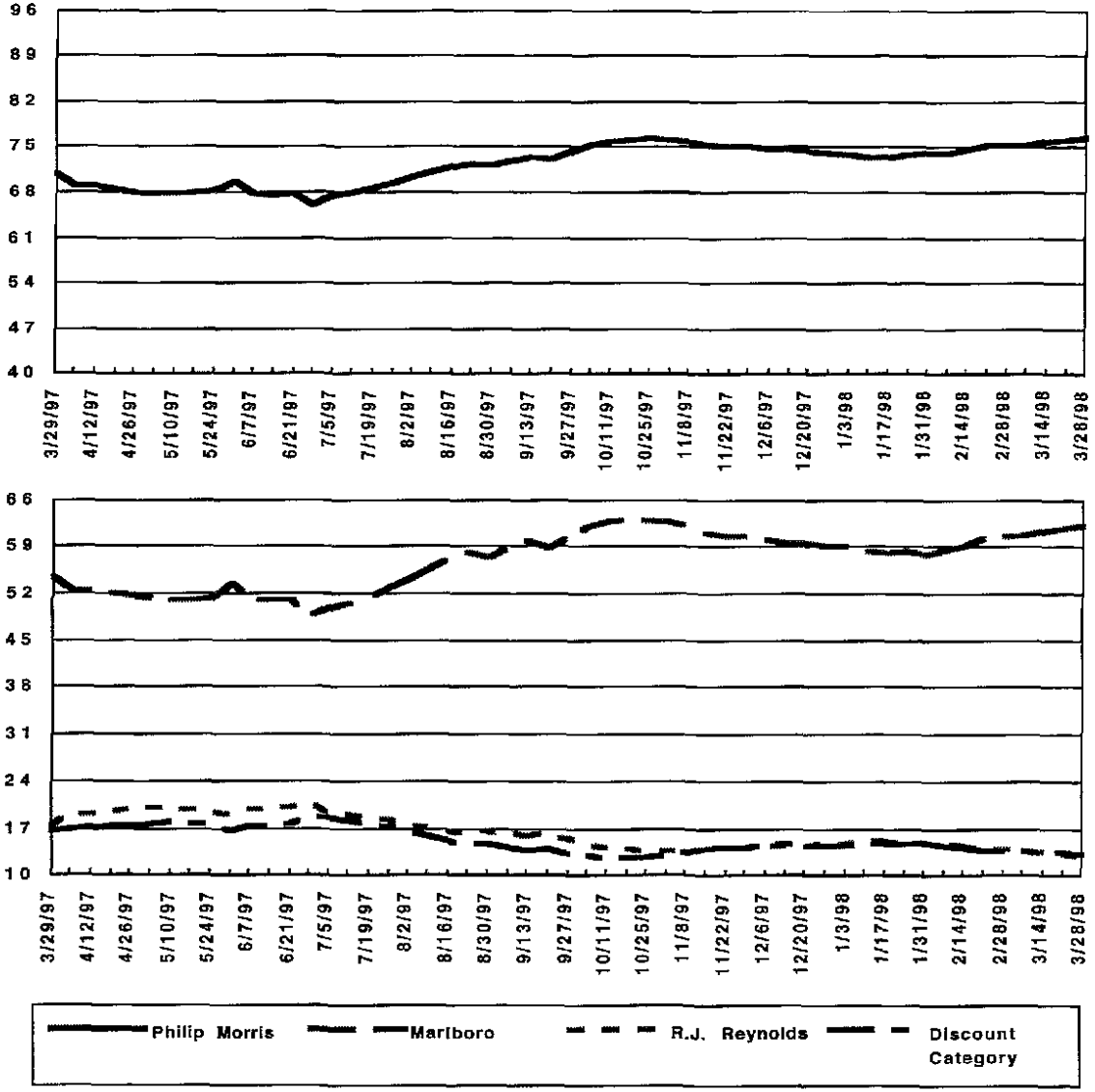
TOTAL DAIRY MART CORPORATE STORES
THROUGH W/E 3/28/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	75.35	76.51	71.59	76.51	4.92
Marlboro	60.83	62.34	56.13	62.34	6.21
OPB	4.62	4.54	4.78	4.54	-0.24
Basic	5.82	5.93	5.58	5.93	0.35
R. J. Reynolds	13.85	13.07	16.86	13.07	-3.79
Camel	4.56	4.39	5.93	4.39	-1.55
Winston	4.02	3.73	4.54	3.73	-0.80
Doral	1.84	1.70	2.46	1.70	-0.76
B&W	5.34	5.04	5.78	5.04	-0.74
GPC	0.78	0.65	0.83	0.65	-0.18
Lorillard	5.38	5.31	5.67	5.31	-0.36
Newport	4.90	4.85	5.05	4.85	-0.21
Liggett Group	0.04	0.03	0.06	0.03	-0.03
Premium	86.13	86.72	84.44	86.72	2.29
Private Label	3.68	3.32	4.61	3.32	-1.29
Avg Ind CPW	157.80	163.31	153.39	163.31	9.91
Avg PM CPW	118.91	124.94	109.82	124.94	15.13
Avg Marl CPW	95.99	101.80	86.10	101.80	15.70
# of Stores	451	451	451	451	0

Source: STARS Store Level Data

National Account Package I

2071849920

Source: https://www.industrydocuments.ucsf.edu/docs/nxkn0004